BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Subsidiary Diploma in Travel and Tourism Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism
Unit number and title	**Unit 9: Visitor Attractions**
Learning aim	**A:** Investigate the nature, role and appeal of visitor attractions
Assignment title	Assignment 1: What's the Attraction?
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have found employment as a trainee with ALVA (the Association of Leading Visitor Attractions). Your supervisor has accepted a request from a local college to provide an educational talk to a small group of tourism students. ● You have been chosen to deliver a presentation on the scale, scope and appeal of different types of visitor attractions, their funding and contribution to the economy.

Task 1	You have been asked to choose **two contrasting visitor attractions** selected from: ● One built attraction and one natural attraction ● One built attraction and one event ● One natural attraction and one event The visitor attractions you choose must be very different from one another, in terms of scale (especially ownership), scope and appeal. You must deliver a presentation, with speaker notes, that explains, and uses current statistical data where available to analyse, evaluate and reach justified conclusions on:

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	● the appeal of each attraction to visitors ● how each attraction is funded through different types of ownership ● the scale and scope of each attraction, including their contribution to and importance for the local and national economy
Checklist of evidence required	● Record of Practical Activity (Observation Record completed by the Assessor) ● Presentation slides ● Speaker notes

Criteria covered by this task:

Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
9/A.P1	Examine the appeal of two different visitor attractions and how they are funded
9/A.P2	Explain the scale and scope of two different visitor attractions and the importance of generating additional revenue by the visitor attractions
9/A.M1	Analyse the appeal of two different visitor attractions, how they are funded and the importance of generating additional revenue by the visitor attractions
9/A.D1	Evaluate the appeal of two different visitor attractions, the way they are funded and the importance of generating additional revenue by the visitor attractions

Sources of information to support you with this Assignment	**Textbooks** Dale G – *BTEC Level 3 National Travel and Tourism Student Book 2* (Pearson 2010) ISBN 9781846907289 **Websites** Learners will need to make extensive use of local, national and international websites that provide information related to Annual Survey visits and customer numbers to visitors attractions when researching individual attractions of their choice. You will find that information about the visitor attractions you choose to investigate can be obtained from: ● The attractions' own websites ● Online travel and tourism review sites ● Printed materials such as brochures and leaflets ● Tourist boards and tourist information centres ● Visits
Other assessment materials attached to this Assignment Brief	N/A

Note to Assessor:

Task 1	It is recommended that Assessors ensure that learners have selected suitable attractions before they begin their Assignment. Consideration should be given to the choice of attractions being appropriate to also meet assessment requirements for Assignments 2 and 3.